

E-Marketing

The e-Marketing is the use of the Internet for direct marketing in order to contact potential customers, convert them and retain them.

The e-Marketing is a popular option used by companies to advertise and publicize their products and services. The reason is the low cost and obtaining the preferences of its customers.

Having a website should be an important part of the marketing strategy of virtually any business. Regardless of whether a company is small, medium or large, have a presence on the Internet can indeed be very profitable.

However, it is not just to have a website ...

For a website to really work you need:

- Clearly define the purpose of the site. Normally this purpose falls into one of four items or combination of them: lead generation, electronic commerce, brand presence (Branding) and support to users or customers.
 - That people find the site when searching for information, products or services offered on this. This is achieved through good places to get the results pages of search engines and through Pay Per Click campaigns.
 - Applying other traffic generation strategies such as publishing articles, viral marketing, press releases, advertisements in journals and other sites relevant to your niche market.
 - That when people find the site, find a title, description and compelling content.
 - What to visit the visitor becomes a prospect, customer or user satisfaction.

To achieve this there are different elements to be combined:

A good design. This involves two aspects:

- A professional looking site that inspires confidence. It is also important as it is easy to navigate for people to quickly find what you're looking.
 - A site optimized for search engines. Otherwise, it is harder to understand that search engines treat your site and index it correctly.

But that's not all, one thing is that search engines understand your site and listen, quite another to listen to on the first page of results. 80% of people do not spend the first page of results to do an Internet search. Because of this, we need a comprehensive strategy for generating traffic.

Finally, and interested visitors, techniques must be applied for the site to fulfill its mission.

As if this were not enough, there are other items you can use in their favor:

- The Power of Email Marketing GENUINE (not SPAM) to develop a relationship with your subscribers, always be present and achieve recurring sales.
 - Traditional marketing can also drive traffic to your website.
 - The publication and syndication of articles and content can be part of its strategy.
 - Create and maintain a blog (a blog on the Internet) may also be an excellent tool for communication and traffic generation.

From simple consultation to full completion of your project, we take into account their specific needs and help you define and carry out your Internet project to be successful.

Start Your Project Now!